

# Survey Results

## South End Avenue & West Thames Street



**Battery Park  
City Authority**



# Project Area

South End Avenue & West Thames Street



# Topics

- **Resident Survey**

On-line survey of residents in project area

- **Intercept survey**

Workers and visitors surveyed in person

- **Retailers Survey**

Interviews with a sampling of retailers

# Intercept Survey Visitors

Respondents: 260 total  
Visitors: 68  
Workers: 192

75%

Visiting major local tourist destinations

Just over **half**  
Found neighborhood food and  
beverage offerings appealing

2 of 3

Found the location of restaurants  
and retail convenient

# Intercept Survey Workers

Respondents: 260 total  
Visitors: 68  
Workers: 192

Desired retail

Restaurants

Grocery

Clothing

47%

Dine or shop in the neighborhood daily

44%

Dine on South End Avenue  
during the work week

# Retailers Survey

Most frequently mentioned issues

## Traffic

Concerns about double parking and bus stop location.

## Signage

Need clarification on conflicting signage guidelines.

## Visibility

Arcades are good for customers, but reduce storefront visibility and encourage dog waste.

## Streetscape

Outdoor space is critical for restaurants in summer months. Concerns regarding street vendors.

## Foot Traffic

Brookfield Place renovation has increased competition and decreased foot traffic. Retailers have had limited success in attracting area visitors / tourists.



“Signage guidelines are unclear, limited, or conflicting”

# Resident Survey

Gateway • Liberty View • Liberty Court • The Soundings  
Cove Club • The Regatta • Liberty Terrace  
Battery Pointe • 225 Rector • 1 Rector • Liberty House  
Hudson Tower • Hudson View West • Hudson View East

- **On line survey distributed by building managers**
- **Survey open from December 16, 2015 to January 21, 2016**
- **568 Responses**

# Resident Survey



**Topic: Pedestrian Safety/Traffic**

# Resident Survey

- Inadequate crosswalks
- Vehicles not adhering to traffic rules
- Service vehicle conflicts:
  - Truck loading & unloading
  - Double-parked vehicles
  - Obstructed sidewalks
  - Tour bus traffic

*“Crossing can be hazardous where there are no lights and no crosswalks...”*



**Topic: Pedestrian Safety/Traffic**

# Resident Survey

Primary mode of transportation:

**50%** Subway

**30%** Walk

**11%** Drive

**4%** Bike

**Topic: Pedestrian Safety/Traffic**

# Resident Survey

43%

own cars compared to 23% of Manhattan residents as a whole. (NYC EDC)

80%

of car owners park in Battery Park City

53%

of households have at least one cyclist

# Resident Survey

**“LIGHTS! We need more traffic lights!”**

**“Too many bike riders”**

**“The trucks parking in the middle of the street are a huge risk.”**

**“Cross walks needed at Rector Place and South End...”**

**“...needs designated bike paths...”**

**“Cars are going too fast on South End...stop signs are BADLY needed on South End and Rector”**

**“The streets are wide and encourage speeding. Please narrow the street and slow the traffic down!”**

**“I love the wide open boulevards in BPC and would hate to see them obstructed...”**

**Topic: Pedestrian Safety/Traffic**

# Resident Survey

“Double parked cars and trucks are a major problem.”

“...competition for (delivery) space leaves workers at the Gateway store aiming their hand trucks at pedestrians.”

“Bike deliveries not adhering to traffic rules.”

“Who decided parking tour busses in active bus stops is allowed?”

“Cars coasting for parking spots.”

“Public safety officers not....enforcing traffic regulations.”

“Street parking is always full. Should be metered.”

**Topic: Pedestrian Safety/Traffic**

# Resident Survey



Topic: Streetscape

# Resident Survey

Just over **half** of the residents are satisfied with the overall pedestrian experience of South End Avenue.

About **57%** perceive a lack of spaces to sit relax or socialize along the corridor

"..sidewalk space should be used for sitting or cafes..."

"..more outdoor activities..."

"..Make it a cute main street with lampposts, awnings, etc..."

"..South End Avenue looks ugly as it is now..."

"..Could use benches and amenities..."

**Topic: Streetscape**

# Resident Survey

**29%\***

have **pets**.

**\*85%**

of pet owners have **dogs**

”..The stench of dog urine in the summer is foul and unhygienic ...”

“Pet friendly restaurants would be an amazing idea.”

“Pet friendly restaurants is a disgusting idea.”

**Topic: Streetscape**

# Resident Survey



**Topic—Retail**

# Resident Survey

Only **21%**  
find the **storefronts** attractive.

**58%**  
feel the **arcades** have a  
positive impact by providing  
shelter from wind and rain

Only **1/3**  
of residents are **satisfied**  
with retail offerings in the  
neighborhood.

# Resident Survey

## Grocery stores, restaurants & bars

are the most frequently visited

They were also cited as **needing the most improvement**

Narrative comments provided specific retail suggestions

Quality and affordable **grocery** stores (60)

Different types of **restaurants** indoor and outdoor (32)

**Hardware** store (21)

**Coffee** shops (18)

**None:** no new retail (18)

Fewer **dry cleaners** (7)

# Resident Survey

**“DECENT AND AFFORDABLE  
GROCERY STORE LIKE TRADER JOE’S  
OR FAIRWAY”**

**“Affordable clothing store”**

**“A simple Greek diner or old style  
coffee shop...”**

**“HARDWARE STORE!!!”**

**“It amazes me that a waterfront  
community has not one  
destination restaurant.”**

**“Way too many dry cleaners.”**

**“Child friendly cafes with books  
and toys so parents can relax.”**

**“Frozen yogurt...ice  
cream...bakery”**

**“Better wine and liquor stores that  
stay open later.”**

**“Unique mom and pop restaurants  
instead of corporate chains.”**

**“Retail shopping: card store, florist,  
etc.”**

**“None. Leave us alone. No more  
retail.”**

# Resident Survey

**“(Arcades are) an unusual and desirable architectural feature of our neighborhood.”**

**“THEY PROVIDE NEEDED PROTECTION FROM SNOW, ICE, WIND AND RAIN.”**

**“Incredibly ugly and poorly conceptualized.”**

**“Generally, I like the idea of them but they are poorly lit and look shabby.”**

**“(Arcades) are part of the neighborhood and the cover is great in inclement weather; if change would mean developing a retail strategy and bringing better retail, then it might be a good idea, but if the same old thing, no. .”**

**“I love the arcades.”**

**“Dog owners load them up with pee and poop but for avoiding rain they are great!.”**

**“Decreases property values because it is dated and not current.”**

# Conclusions drawn from survey results

## Pedestrian safety / traffic

- **Pedestrian street crossings -- significant safety concern for area residents, exacerbated by**
  - **High vehicle speeds in southern part of corridor**
  - **Chaotic traffic movement & vehicle standing/parking conditions in northern section**
  - **Increased volume of taxis, black cars and tourist buses**
  - **Largely unfettered commercial loading/unloading behaviors**
  - **Bicyclists' (especially delivery bikes) failure to abide by traffic rules**
- **Significant width of street contributes to vehicular speed and pedestrian crossing danger.**
- **Bicyclists traveling in bike lanes are also at risk due to traffic conditions**

# Conclusions drawn from survey results

## Streetscape

- Area residents have somewhat divergent viewpoints as to what makes their community special.
- Residents and visitors have mixed reactions to the character of the corridor. Some appreciate the quiet and the architecture of the arcades; others bemoan the dated look of the facades and the limited restaurant / retail offerings.
- Sidewalk widths along the west side of SEA (exclusive of the space within the arcades) are viewed as inadequate.
- Favorite seating/gathering places along the corridor include Rector Park, the cul de sac and restaurant spaces at the south end of SEA and the outdoor dining space at Southwest.
- Improved lighting is desired for both safety and ambiance.
- The arcades provide much-appreciated protection against the elements, but are not uniformly viewed as attractive. Lighting, safety and cleanliness are concerns.

# Conclusions drawn from survey results

## Retail

- Several of the neighborhood retailers are long-standing and have a strong commitment to the neighborhood.
- The arcades pose some challenges to retail visibility and cleanliness along the corridor; however, signage restrictions are viewed as greater impediments to retail businesses.
- Visitors frequently walk through or along the corridor on their way someplace else or for “no particular reason.”
- Enhancement of the corridor’s pedestrian environment and improvement of its retail/restaurant offerings may encourage more passersby and casual visitors to shop or dine

# Conclusions drawn from survey results

## Retail

- **Grocery offerings are not meeting current demand.**
- **Significant interest in additional/improved outdoor dining opportunities.**
- **Significant numbers of area workers visit restaurants/retail businesses in the corridor on a frequent basis.**
- **Among residents, workers and visitors, there is a distinct desire for more retail/restaurant variety and improved retail/restaurant quality.**
- **Given the number of area residents, local workers and visitors who already frequent the area, along with those who have expressed interest in more retail options in the corridor, there is an opportunity to enhance the retail performance of the corridor, if desired.**

# Next Steps

## Community Open House

- **Dates:**
  - **July 25, 2016 5:00 to 8:00pm**
  - **August 1, 2016 5:00 to 8:00pm**
  
- **Location:**
  - **6 River Terrace**

# Survey Results

## South End Avenue & West Thames Street



## Questions & Answers



**Battery Park  
City Authority**

